

Municipal Services District

Public Input Meeting

March 7, 2016

AGENDA

- Brief Presentation
 - What is an MSD
 - Overview of WDI Proposal
 - Next Steps
- Public Input Listening Stations

What is an MSD?

- Authorized under “The Municipal Services District Act of 1973”
- 56 MSDs in cities across NC
- Established by City Council
- Provide a sustainable funding stream
- Provide enhanced services
- Tailored to a specific district

Legal Requirements for an MSD

Provide for the district one or more of the following to a greater extent than provided for the entire city:

- Coastal erosion, flood, and hurricane protection
- Any service, facility, or function which the municipality may by law provide in the city
- Downtown or Urban Area Revitalization Projects.
- Drainage Projects
- Sewage Collection and Disposal

Legal Requirements for an MSD

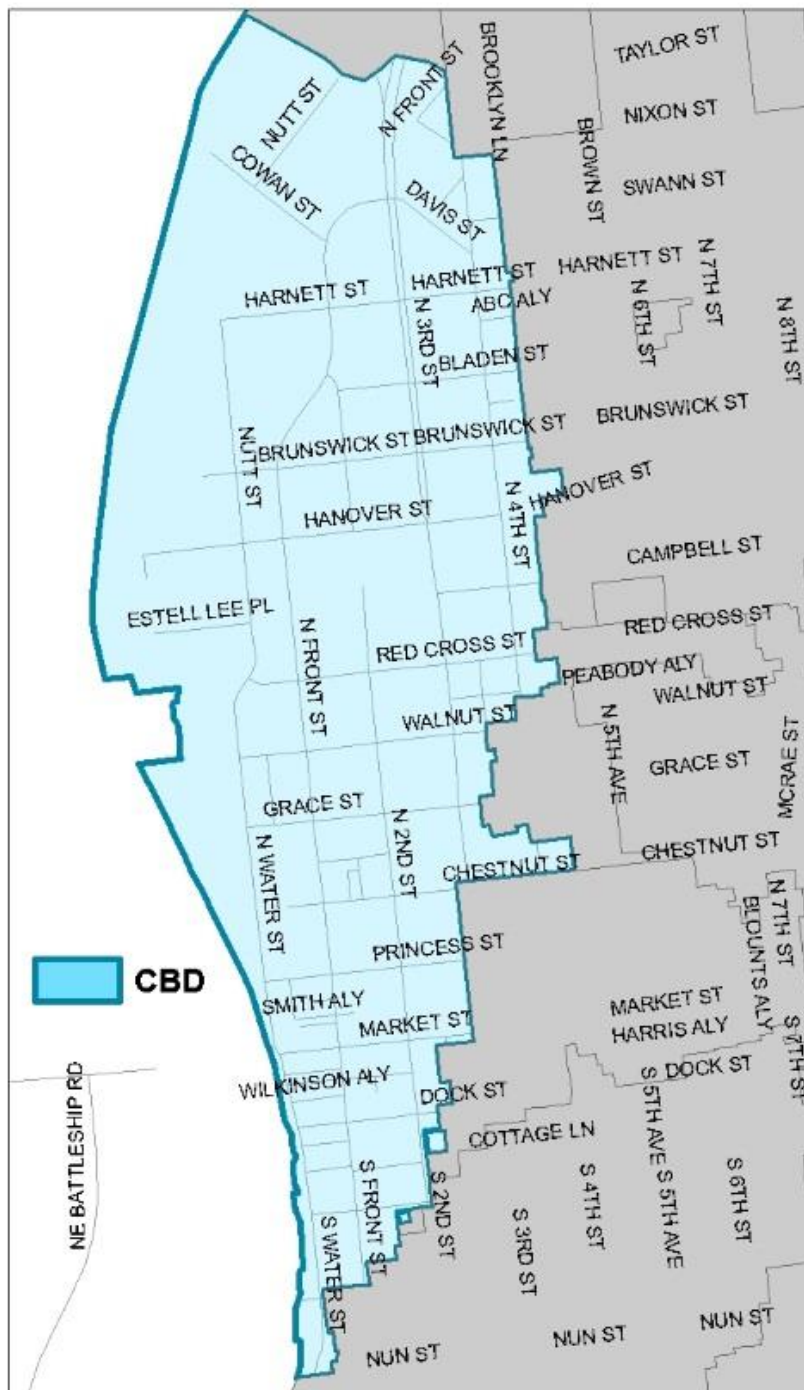
Provide for the district one or more of the following to a greater extent than provided for the entire city (continued):

- Lighting at Interstate Highway Interchanges
- Off Street Parking Facilities
- Watershed Improvement Projects
- Transit-oriented Development Projects
- Conversion of Private Streets to Public

Legal Requirements for an MSD

- Define an MSD by Resolution Upon Finding the Need for Service
- Requires Public Hearing to Establish MSD
- Report Must be Prepared that Contains:
 - Map of the Proposed District
 - Statement Showing it meets the Standards
 - A Plan for Providing the Services
- Report available to the Public at Least 4 Weeks before Hearing
- MSD Takes Effect at the Beginning of the Following Fiscal Year (JULY 1)

Proposed District: CBD

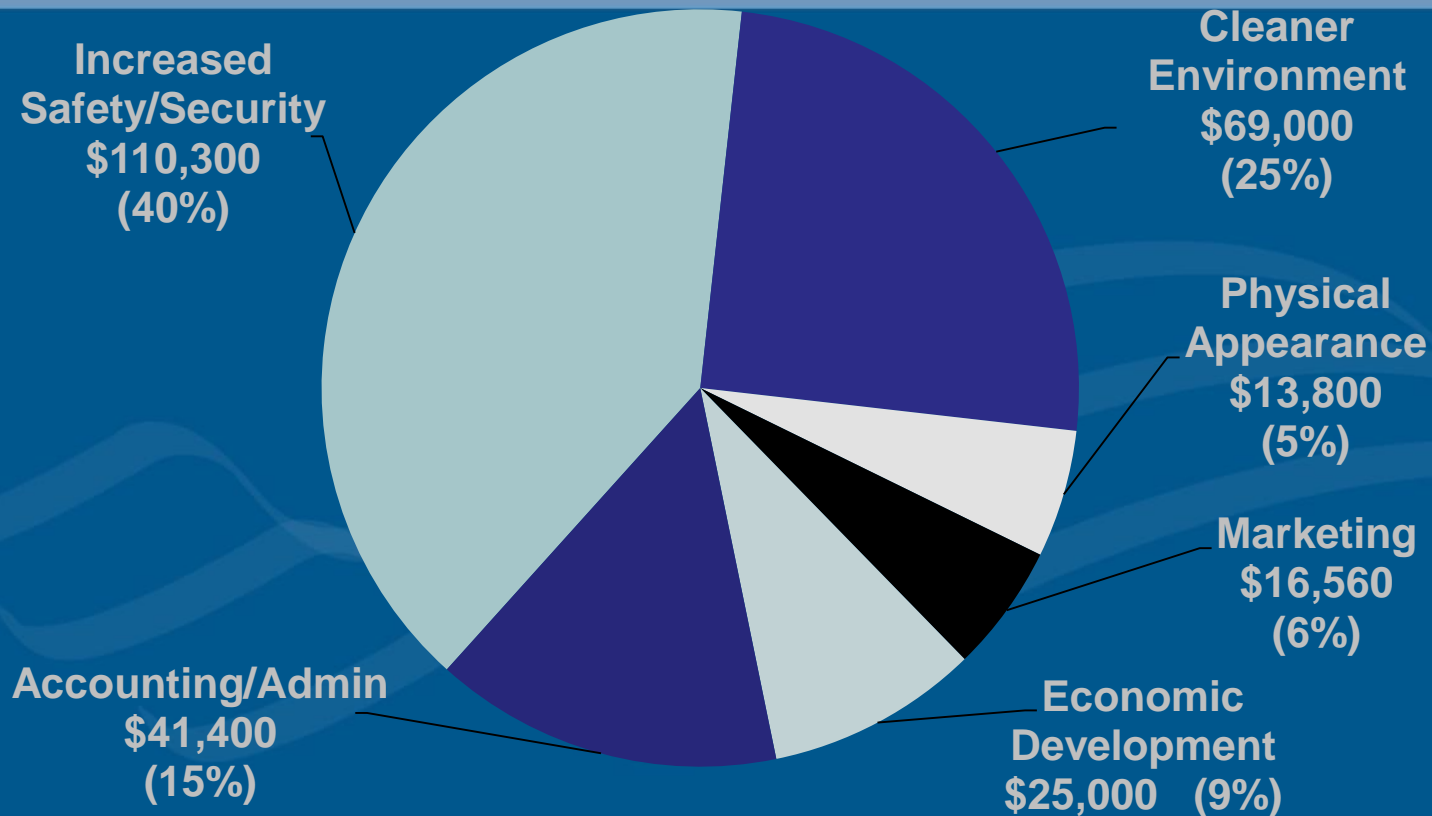


Tax Rates Proposed by WDI

(\$0.07 / \$100)

MSD Tax at \$0.07 Annual Cost per \$100 of Assessed Value		
		Annual Cost
Assessed Ad Valorem Property Tax	\$100,000	\$70
	\$250,000	\$175
	\$500,000	\$350
	\$1,000,000	\$700
	\$5,000,000	\$3,500
	\$10,000,000	\$7,000
<i>(Real Property + Personal Property) x .0007 = Annual MSD Payment</i>		

WDI Proposed Budget (\$276,000 Total)



Services Proposed by WDI

“Ambassadors” for Increased Safety and Security

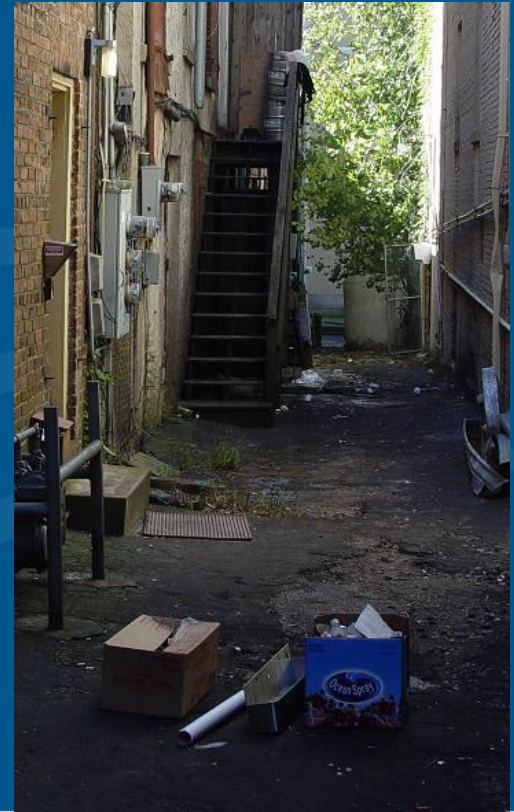
- Serve as a deterrent to unwanted activity
- Be knowledgeable of local ordinances
- Discourage panhandling
- Connect people with social services
- Escort residents, workers, or visitors
- Public relations checks with businesses and homeowners
- Identify and report unsafe conditions and incidents
- Provide directions, information, and assistance



Services Proposed by WDI

Supplemental Cleaning

- Pan and Broom Sweeping
- Graffiti Removal
- Pressure Washing
- Weed Removal
- Set Up Safety Barriers and Signs



Services Proposed by WDI

Economic Development

- Publish Recruitment Materials on Downtown
- Booths at Trade Shows
- Partner with Regional and State Business Recruiters
- Market Studies and Analysis
- Assist with Business Permitting
- Promote Downtown Real Estate Market
- Grants to Promote Private Investments

Services Proposed by WDI

Amenities for Beautification

- Street Banner Program
- New Landscaping and Beautification Projects
- Additional Holiday Decorations



Services Proposed by WDI

Marketing and Branding

- Cooperative Consumer Marketing Campaigns
- Multi-media / Social Media Advertising
- Downtown Guides and Maps to Attractions and Businesses
- Promote Charitable Support

Proposed Management

- City Council
 - Appoints an MSD Advisory Committee
 - Set the Tax Rate
 - Approve the Service Contract
- MSD Advisory Committee
 - Prepare the Annual Work Plan
 - Recommend an Annual Budget
 - Provide Financial, Program, and Staff Oversight
- Service Contractor
 - Implement the Annual Work Plan and Provide Recommendations
 - Coordinate with Government and Private Agencies
 - Provide Point of Contact

Proposed Advisory Committee

- Appointed by City Council
- Represent Property Owners, Business Owners and Residents in the District
- 75% Members are Property Owners
- Serve 3-Year Terms
- With Council, Decide How Funds are Spent

MSD Advisory Committee Structure

#	Sector	
1	Resident	Shall be a person who owns a dwelling within the service district that is his or her primary place of residence.
2	Resident	
3	Resident	
4	Owner of a Large Property	Property owner or owner's representative (individual, company, or corporation) whose combined assessed value is over \$2 million.
5	Owner of a Large Property	
6	Hospitality Representative	Hotel or event facility property owner or owner's representative located in the district.
7	Real Estate Developer	Real estate developer owner or owner's representative located in the district.
8	Restaurant Representative	Shall be the owner or manager of a restaurant located in the district.
9	Retail Representative	Shall be owner or manager of a retail establishment located in the district.
10	WDI Board Member	Shall be a WDI Board member and a property owner or owner's representative located in the district.
11	Professional Service Representative	Shall be the owner or owner's representative of an office business located within the district.
12	Night Life Representative	Shall be owner or owner's representative of a bar or nightclub located in the district.
13	At Large Representative	Shall be the owner of real or personal property within the district.
Ex-Officio - Non-Voting Members		
14	City Manager or Designee	

Next Steps

Compile Public Input

Complete Report

April 1

Report Posted with the City Clerk

April 1

Public Hearing at City Council Meeting

May 17

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NORTH CAROLINA

For more information:

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www.wilmingtondowntown.com/about/municipal-service-district